Making Connections with Women: Key Drivers to Behavior Change

Kay Loughrey, MPH, RD US Administration on Aging

Profiles of Selected Target Audiences: Promoting the Dietary Guidelines for Americans

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Two Social Marketing Techniques

Segmentation

• Target Audience Profiling

Methodology: Study Sample

- 491 Healthy Adult Women
- Gatekeepers to family habits
- Women aged 25-55
- Household income of \$20,000-\$125,000

Methodology: Segmentation

- MRCA Database
- 1991-94 Survey
- Segmented by Healthy Eating Index Scores
- HEI based on USDA Food Guide Pyramid

Three groups of Women:

- Better Eaters
- Fair Eaters
- Poor Eaters

Methodology: Variables

Demographics

Health & Diet Orientation

 Values, benefits, barriers Nutrition, food, preparation, shopping habits

Media habits

Results

- Better Eaters, basis of comparison
- Small demographic differences (Table 1)
- Many common characteristics (Table 2)
- Other Differences (Table 3)

• Source: FENR 2001, Vol. 13, No. 1

Better Eaters: Committed

- Eating a healthy diet important to them
- Taking action on these concerns
- Experience short- and long-term benefits

Fair Eaters: Convinced, Not Committed

- Eating a healthy diet is important to them
- Experience other benefits to a healthy diet
- A number of barriers prevent action

Poor Eaters: Not Convinced

• Fewer say eating a "healthy diet" important

• Fewer experience benefits

Segments Compared

	Better	Fair	Poor
	Eaters	Eaters	Eaters
Diet	X	X	
important			
Benefits	X	X -	
Barriers		Taste, convenience	Don't know how

Compared with Better Eaters Less Likely to Say

	Fair Eaters	Poor Eaters
Serve nourishing	V	\mathbf{V}
foods Can reduce health	\mathbf{V}	${f v}$
problems w/ exercise		
Important to look		${f v}$
& feel fit Important to		T 7
maintain weight		V
Know how to "eat healthy"		\mathbf{V}
incurring		

Compared with Better Eaters More Likely to Say

	Fair Eaters	Poor Eaters
Too complicated, confusing	X	X
Must be convenient	X	
Don't taste good	X	
Watch TV	X	X

Implications: Better Eaters

- Provide tips that are simple, positive, and easy
- Build on current interest and actions

Implications: Fair Eaters

- Appeal to interest in taste, convenience
- Select a few actionable messages
- Make easy to understand & apply
- Use mass media--frequently & entertain

Implications: Poor Eaters

- Capture attention, establish relevance
- Target specific lifestyle or cultural experience
- Help build skills
- Break nutrition concepts into steps that can be mastered

Thank You!

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